IN THE CLAIMS:

Claims 1-13 are pending in this application. Please amend claims 1 and 5 - 13 as follows:

1. (Currently Amended) A liquid crystal display device, comprising:

a transmissive type liquid crystal display panel which sandwiches a liquid crystal layer between a pair of substrates; and

a backlight ~~which is~~ arranged at a back face of the liquid crystal display panel and has a light source and a reflector [[and]], wherein the liquid crystal display device is capable of performing as a transmissive display which uses light from the light source and as a reflective display which uses [[an]] external light incident from a front face side of the liquid crystal display panel by reflecting the external light on the reflector,

the improvement being characterized in that a polarizer is arranged between the back-face-side substrate of the pair of substrates and the backlight, the polarizer being formed to absorb polarized light having a predetermined polarization direction, and

at least two or more light diffusion layers are arranged between the back-face-side substrate out of the pair of substrates and the reflector of the backlight.

2. (Original) A liquid crystal display device according to claim 1, wherein at least one of the light diffusion layers is constituted of a diffusion plate or a diffusion sheet.

3. (Original) A liquid crystal display device according to claim 1, wherein at least one of the light diffusion layers is constituted of a diffusion tacky adhesive material.

4. (Original) A liquid crystal display device according to claim 1, wherein at least one of the light diffusion layers is constituted of a diffusion film.

5. (Currently Amended) A liquid crystal display device, comprising:

a transmissive type liquid crystal display panel which sandwiches a liquid crystal layer between a pair of substrates,

a light source,

a light guide body which is arranged at a back face side of the liquid crystal display panel and on which light from the light source is incident, and

a reflector which is arranged at a back face of the light guide body, [[and]] wherein the liquid crystal display device is capable of performing as a transmissive display which uses light from the light source and as a reflective display which uses [[an]] external light incident from a front face side of the liquid crystal display panel by reflecting the external light on the reflector,

the improvement being characterized in that a polarizer is arranged between the back-face-side substrate of the pair of substrates and the backlight, the polarizer being formed to absorb polarized light having a predetermined polarization direction, and

at least two or more light diffusion layers are arranged between the back-face-side substrate out of the pair of substrates and the light guide body.

6. (Currently Amended) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes

[[a]] the polarizer ~~which is~~ being arranged between the back-face-side substrate [[out]] of the pair of substrates and the light guide body, and

the light diffusion layer ~~which is~~ being arranged between the back-face-side substrate and the polarizer.

7. (Currently Amended) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes

[[a]] the polarizer ~~which is~~ being arranged between the back-face-side substrate [[out]] of the pair of substrates and the light guide body, and

a diffusion tacky adhesive material ~~which is~~ being arranged between the back-face-side substrate and the polarizer ~~and acts~~ as at least one of the light diffusion ~~layer~~ layers.

8. (Currently Amended) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes

[[a]] the polarizer ~~which is~~ being arranged between the back-face-side substrate [[out]] of the pair of substrates and the light guide body, and

At least one of the light diffusion ~~layer which is~~ layers being arranged on a surface of the polarizer at a side where the light guide body is positioned.

9. (Currently Amended) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes [[a]] the polarizer being provided with an antiglare layer which is arranged between the back-face-side substrate [[out]] of the pair of substrates and the light guide body ~~and acts~~ as the light diffusion layer.

10. (Currently Amended) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes

[[a]] the polarizer ~~which is~~ being arranged between the back-face-side substrate [[out]] of the pair of substrates and the light guide body,

a reflection polarizer ~~which is~~ arranged between the polarizer and the light guide body, and

the light diffusion layer ~~which is~~ being arranged between the polarizer and the reflection polarizer.

11. (Currently Amended) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes

[[a]] the polarizer ~~which is~~ being arranged between the back-face-side substrate [[out]] of the pair of substrates and the light guide body,

a reflection polarizer ~~which is~~ arranged between the polarizer and the light guide body, and

a diffusion tacky adhesive material ~~which is~~ arranged between the polarizer and the reflection polarizer ~~and acts~~ at least one of as the light diffusion ~~layer~~ layers.

12. (Currently Amended) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes

[[a]] the polarizer ~~which is~~ being arranged between the back-face-side substrate [[out]] of the pair of substrates and the light guide body,

a reflection polarizer ~~which is~~ arranged between the polarizer and the light guide body,

at least one of the light diffusion ~~layer which is~~ layers being arranged between the back-face-side substrate and the polarizer, and

the at least one of the light diffusion ~~layer which is~~ layers being arranged between the polarizer and the reflection polarizer.

13. (Currently Amended) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes a diffusion plate or a diffusion sheet which acts as one of the light diffusion layers and the diffusion plate or the diffusion sheet is arranged at a position closest to the light guide body among the at least two or more light diffusion layers.